



**To:** Zero Waste Advisory Commission  
**From:** Bob Gedert, Department Director, Austin Resource Recovery  
**Date:** October 10, 2012  
**Subject:** **Single-Use Carryout Bag Education/Outreach Contract**

---

The purpose of this contract is to provide education and outreach services to the community at-large, especially businesses directly impacted by implementation of the Single-Use Carryout Bag Ordinance.

***Background***

The Austin City Council adopted Ordinance No. 20120301-078 to phase in the regulation of carryout bags within the City limits. Beginning March 1, 2013, a business establishment within the City limits must provide prominently displayed signage advising customers of the benefits of reducing, reusing and recycling and of the need to use reusable carryout bags, and may not provide single-use carryout bags to its customers or to any persons except for exemptions and/or special circumstances provided for by the ordinance.

***Purpose of the Contract***

This contract provides expertise and assistance in developing a creative education campaign, including obtaining media placement and purchasing media through a variety of outlets to reach business establishments and citizens of Austin. Through an in-depth campaign aimed at educating the public and businesses about the harmful impacts on the environment and wildlife created by single-use carryout bags, and by promoting the use of reusable carryout bags, this broad-based campaign will work collaboratively with community, worksite, faith-based and business partners. The education campaign will have broad reach and use powerful, effective messages to motivate and educate individuals who live and work in Austin. The successful reduction of single-use carryout bags entering the City's solid waste stream, combined with the integration of reusable bags and increased recycling and composting, will help the City achieve its goal of Zero Waste by 2040.

***Proposal Evaluation Factors***

- High Level Media Plan – clarity, thoroughness, greatest reach/penetration, mix of primary/sub-markets, use of PSAs, quantity/quality of value added media opportunities (40 Possible Points)
- Respondent's Past Performance, Qualifications and Experience (25 Possible Points)
- Local Business Presence (10 Possible Points)
- Cost Considerations – (25 Possible Points)
- Subtotal (100 Possible Points)
- Interviews of Finalists (25 Possible Points)
- Total (125 Possible Points)

***Contract Timeline***

March 1<sup>st</sup> – City Council Adoption of Ordinance No. 20120301-078 (Single-Use Carryout Bag Ordinance)  
March 12<sup>th</sup> – Ordinance Effective Date  
July 2<sup>nd</sup> – Solicitation No. RFP SDC0006 Issued for Media /Public Education Campaign Contract

July 11<sup>th</sup> – Status Update to ZWAC (Director’s Report)  
 July 12<sup>th</sup> – Pre-Proposal Conference  
 July 31<sup>st</sup> – Proposal Due Date  
 August 8<sup>th</sup> – Status Update to ZWAC (Director’s Report)  
 August 10<sup>th</sup> – Proposals Distributed to Scoring Committee  
 August 21<sup>st</sup> – Proposal Evaluation/Scoring Meeting – Selection of Top Three Proposals  
 September 4<sup>th</sup> – Presentations/Interviews/Selection of Winning Proposal  
 October 18<sup>th</sup> – City Council Consideration/Authorization

**Contract Details**

This contract is a 24-month agreement to develop and implement a public education campaign to inform business establishments and citizens of the requirements of the Single-Use Carryout Bag Ordinance in an amount not to exceed \$1,000,000 during the first year of the contract and \$750,000 during the second year of the contract for a total contract amount of \$1,750,000. Estimated costs for the campaign are broken down as follows:

<b>Description</b>	<b>Reimbursable</b>	<b>Direct Payments</b>
Paid Media	\$765,703.80	
Research		\$87,030.00
Creative Concepts, Design & Production		\$315,450.00
Social Media & Website Design/Development		\$95,670.00
Public Relations/Outreach		\$168,930.00
Strategic Planning, Consultation & Account Management		\$142,216.20
10% Upon Final Acceptance	\$111,391.20	\$63,608.80
<b>Total</b>	<b>\$877,095.00</b>	<b>\$872,905.00</b>

**Staff Recommendation**

Staff recommends awarding the contract to Sherry Matthews Advocacy Marketing for an amount not to exceed \$1,000,000 during the first year of the contract and \$750,000 during the second year of the contract for a total contract amount of \$1,750,000.

**ZWAC Action Requested**

Staff is seeking ZWAC approval of Staff’s recommendation.

**Attached:**

Evaluation Committee’s Recommendation for Contract Award: Sherry Matthews Advocacy Marketing (See RFP Evaluation Matrix)